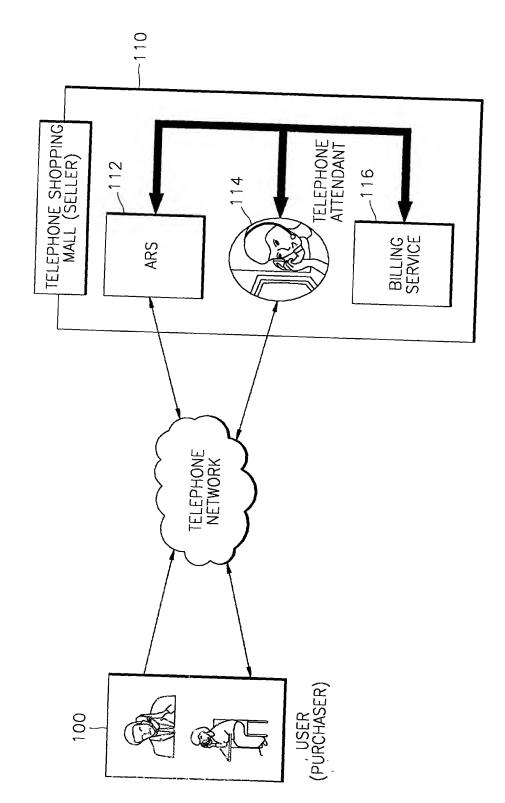
TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE... Inventor(s): Young-Jin HONG Application Serial No: 030681-330

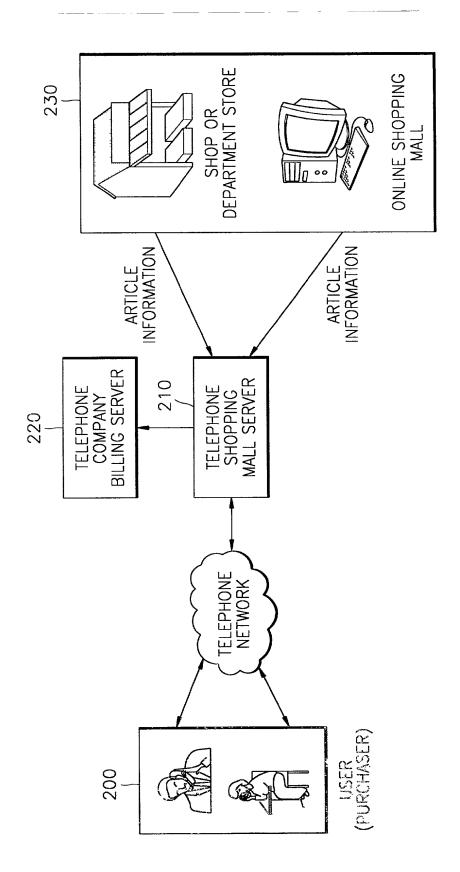
SHEET 1 of 9



APPLN. FILING DATE: NOVEMBER 19, 2001 TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE... Inventor(s): Young-jin HONG Application Serial No: 030681-330

SHEET 2 of 9

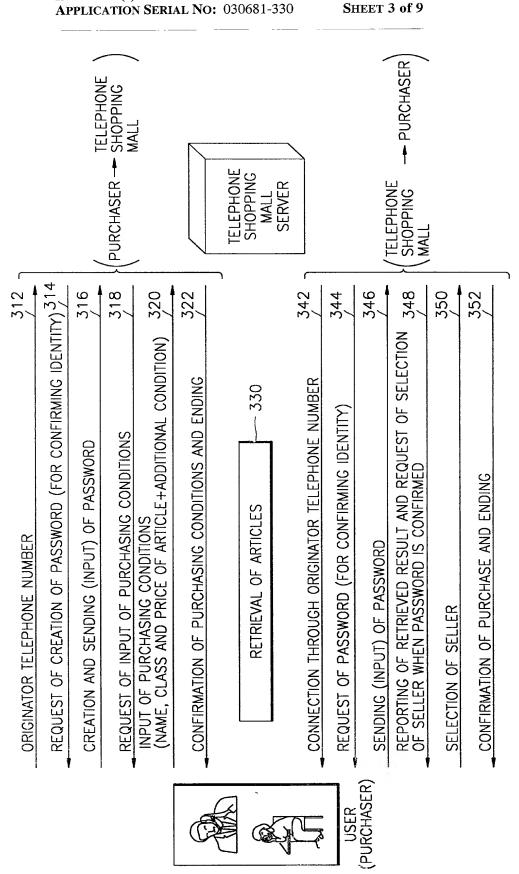


TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE... INVENTOR(S): YOUNG-JIN HONG

APPLICATION SERIAL NO: 030681-330





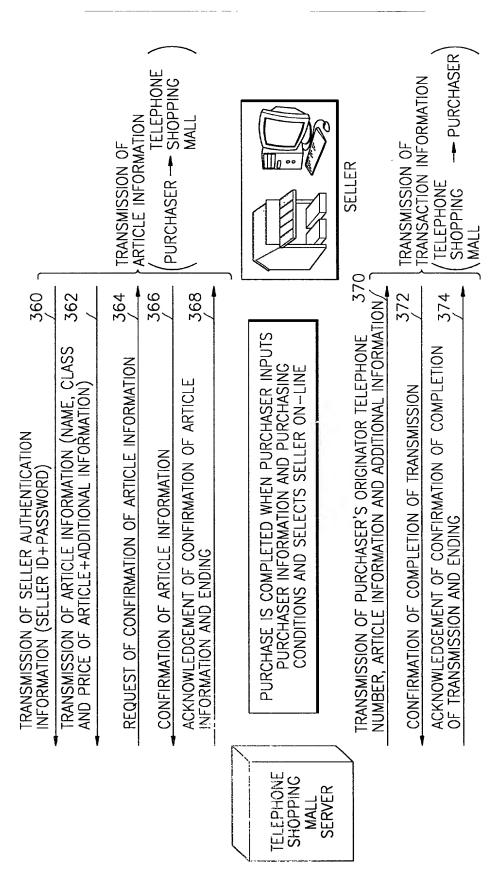
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TELEPHONE SHOPPING SERVICE...

TELEPHONE SHOPPING SERVICE
INVENTOR(S): YOUNG-JIN HONG

APPLICATION SERIAL NO: 030681-330

SHEET 4 of 9



APPLN. FILING DATE: NOVEMBER 19, 2001 TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE... INVENTOR(S): YOUNG-JIN HONG

APPLICATION SERIAL NO: 030681-330 SHEET 5 of 9

PURCHASER INFORMATION INCLUDING REMITTANCE) (TELEPHONE NUMBER) ARTICLE INFORMATION TRANSACTION AMOUNT SELLER PURCHASER INFORMATION + ARTICLE INFORMATION + ADDITIONAL INFORMATION 384 INTERNET OR ELEPHONE PRIVATE NETWORK COMPANY BILLING SERVER 380 PURCHASER INFORMATION 382 (TELEPHONE NUMBER) ARTICLE INFORMATION + SELLER INFORMATION TELEPHONE SHOPPING SERVER MALL

TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE...
INVENTOR(S): YOUNG-JIN HONG

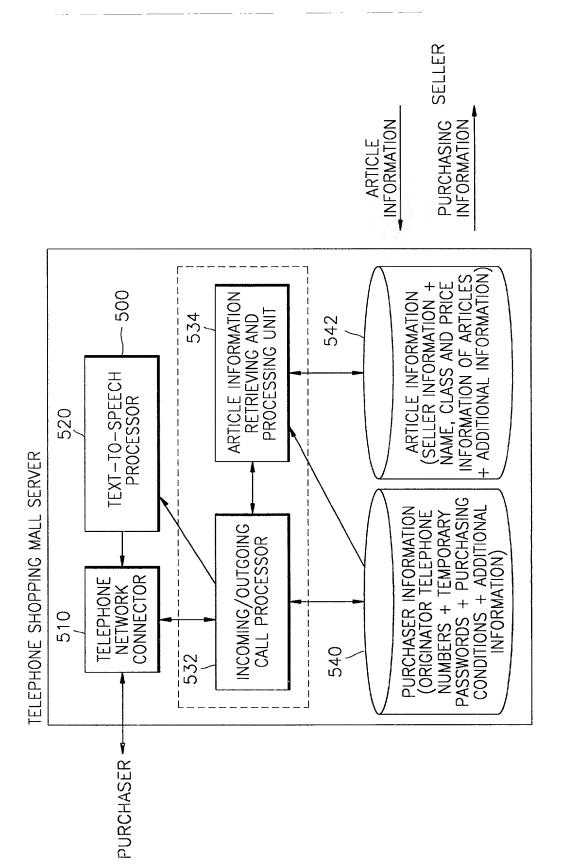
APPLICATION SERIAL NO: 030681-330 SHEET 6 of 9

• NAME OF ARTICLE : BANANA • PRICE : 1950 WON • SELLER : LOTTE DEPARTMENT STORE NUMBER: 02-543-4321 NAME OF ARTICLE: BANANA PRICE: 1950 WON SELLER: LOTTE DEPARTMENT STORE ORIGINATOR TELEPHONE NUMBER: 02-543-4321 NAME OF ARTICLE: BANANA PRICE: 1950 WON DEPOSIT: 1950 WON — KOREA TELECOM SUBSCRIBER NUMBER 02-543-4321 **DRIGINATOR TELEPHONE** 460 470 TRANSMISSION OF ORIGINATOR TELEPHONE NUMBER, AND NAME AND PRICE OF ARTICLE, AND REMITTANCE OF PURCHASE CHARGE 480 TELEPHONE COMPANY BILLING SERVER 430 409: TRANSMISSION OF ORIGINATOR TELEPHONE NUMBER, NAME AND PRICE OF ARTICLE, AND SELLER INFORMATION 410. ORIGINATOR TELEPHONE NUMBER, NAME AND PRICE OF ARTICLE, AND ADDITIONAL INFORMATION CLASS OF ARTICLE: FRUIT NAME OF ARTICLE: BANANA PRICE: 2000 WON TRANSMISSION OF SELLER ADDITIONAL INFORMATION: REQUEST OF CALLING AT 18:00 ON 02-01-2001 408. originator telephone number : 02—543—4321 Class of article : fruit Name of article : banana Price : 1950 won 1950 WON AT LOTTE DEPARTMENT STORE, 2000 WON AT HYUNDAI DEPARTMENT STORE, AND 2050 WON AT E-MART. WHICH SELLER'S? TELEPHONE SHOPPING MALL SERVER ORIGINATOR TELEPHONE
NUMBER: 02-543-4321
TEMPORARY PASSWORD: 6544 402: Input of Temporary Password 403: Input of Purchasing Conditions 407: Selection of Seller 440 404: CONNECTION THROUGH ORIGINATOR TRANSMISSION OF ORIGINATOR 405: CONFIRMATION OF TEMPORARY 406: PROVISION OR RESULT OF ARTICLE RETRIEVAL TELEPHONE NUMBER TELEPHONE NUMBER PASSWORD 411. DELIVERY OF ARTICLE
AFTER CONFIRMATION
OF PURCHASING CONTENT PURCHASER

APPLN. FILING DATE: NOVEMBER 19, 2001 TITLE: SYSTEM AND METHOD FOR PROVIDING TELEPHONE SHOPPING SERVICE...
INVENTOR(S): YOUNG-JIN HONG

APPLICATION SERIAL NO: 030681-330

SHEET 7 of 9

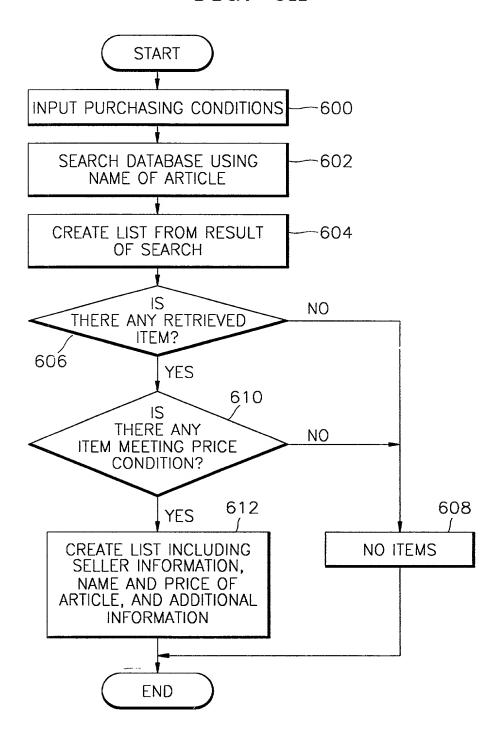


TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE... INVENTOR(S): YOUNG-JIN HONG

APPLICATION SERIAL NO: 030681-330 SHEET 8 of 9

FIG. 6A



TITLE: SYSTEM AND METHOD FOR PROVIDING

TELEPHONE SHOPPING SERVICE... INVENTOR(S): YOUNG-JIN HONG

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FIG. 6B

